

Mobilizing the Private Sector To Solve Community Problems



A blue-tinted map of a city grid, likely New York City, with the text "Who Are We?" overlaid in yellow. The map shows a dense network of streets and buildings. The text is centered and reads "Who Are We?".

Who Are We?

Council Fire

George Chmael II - gchmael@councilfire.org



councilfire
PROFIT REDEFINED

- Mission
 - Global management and sustainability consultancy that helps purpose-driven organizations thrive by creating lasting economic, social and environmental value
- Received 11 “Best for the World” B Corp Awards
- B Corps Ambassadors
- Leads B Local Mid Atlantic



Bethesda Green

Kim Goddu - kim@bethesdagreen.org

- Bethesda Green provides a software-based toolkit, in-person workshops and technical support to propel organizations' contributions to the local and sustainable economy.
- Goals:
 - Triple Bottom Line Impact (people, profit, plant)
 - Engage Local Business Community
 - Connect Incubator Companies



Think Local First DC

Raj Aggarwal - raj@provoc.me

- Think Local First DC launched Kilowatt Smackdown in partnership with the Green Impact Campaign, organizing an assessment of independent businesses to help improve triple bottom line
- THE NUMBERS:
 - 200 Assessments Completed
 - \$400,000 Energy Savings Identified
 - 2 million kWh in Annual Energy Savings
 - 740,000 Gallons of Annual Water Savings
- THE IMPACT:
 - Educate
 - Advocate
 - Connect



Alliance for the Chesapeake Bay

Kate Fritz- kfritz@allianceforthebay.org

- Founded in 1971, the Alliance for the Chesapeake Bay has been instrumental in helping to protect and restore the Chesapeake watershed for over 45 years.
- Vision
 - Clean streams and rivers flowing through resilient landscapes, cared for by the people who live, work, and play in the Chesapeake Bay watershed.



Community Wealth Builders



Community
Wealth Builders

Stephanie Geller- sgeller@communitywealthbuilders.org

- Community wealth building is an economic development approach that emphasizes developing and connecting place-based assets, working collaboratively, and fostering community-based economic institutions (e.g., worker-owned businesses)
- We foster community wealth building models with proven track records of creating quality jobs and vibrant businesses in distressed areas



Northern Virginia Partner Coming Soon!

Currently recruiting: local non-profits, economic development agencies and universities

NOVA = Arlington County, City of Alexandria, Fairfax & Loudoun Counties

A blue-tinted map of a city grid, likely New York City, with the text "Why Are We Here?" overlaid in yellow. The map shows a dense network of streets and buildings, with some labels like "Piazza di Santa Maria della Pace" and "Piazza di Santa Maria della Pace" visible. The text is centered and reads "Why Are We Here?".

Why Are We Here?

Our world and country face complex problems

50.1%

of wealth owned
by 1% of World's
richest

409.8

ppm carbon in
Earth's
atmosphere

D+

grade for
America's
infrastructure in
2017

19m

Americans live
in food deserts

Sources: Credit Suisse 2019 ; NOAA Climate.gov, as reported in Aug. 14, 2020 ; 2017 ASCE America's Infrastructure Report Card, US State Dept. of Agriculture, Oct., 2019

COVID-19 Impact

Our work towards an inclusive, equitable, and regenerative economic system for all has never been more important.

Business & Worker Resource Center to COVID-19:
<https://bcorporation.net/business-worker-resource-center-covid-19>

The background is a detailed, blue-tinted map of a city street grid. The map shows a dense network of streets, with some larger buildings and landmarks visible. The text "What Can Be Done?" is centered on the map in a bold, yellow, sans-serif font.

What Can Be Done?



Yesterday

Business

created limited opportunity

NGOs & Gov't

cleaned up the mess



Tomorrow

Business

creates opportunity for all

NGOs & Gov't

enhance the results

An aerial view of Earth from space, showing the curvature of the planet and the blue oceans. The text is overlaid on the image.

A Historical Culture Shift is Underway

To use business as a force for good and build a more inclusive economy

Using business as a force for good ...

- ❖ To truly move the needle, businesses must work to solve global & local problems such as wealth inequality, climate change, and social justice
- ❖ Best for DMV will drive this forward in our region, compelling companies to compete to be the best *for* the world, not the best *in* the world



When we **unleash the power of markets,**
we ...

- * Create more high quality jobs
- * Reduce inequality
- * Alleviate poverty
- * Restore a healthier environment
- * Strengthen communities

**Higher
Wages**

**Added
Health
Benefits**

**Increased
Local
Spending**

**Building the B
Economy Drives
Measurable
Results**

**Extra
Volunteer
Time**

**Energy
and Water
Efficiency**

**More
Charitable
Giving**



We need *your* help to use the power of business as a force for good!

Ways to Participate:

- **Funder:** Provide financial resources for the development and execution of the Best for DMV Challenge
- **Supporter:** Organizations and educational institutions that make contributions to the success of the program
- **Partner:** Organizations that have committed to contributing non-financial resources (pro bono services, expertise) to help ensure overall program success
- **Academic Institutions:** Area universities participating in a variety of student consulting and faculty consulting services to the participating Best for DMV companies.

Participant Benefits

Visionaries (\$5K to \$10K)

- Will receive...
- 2 Free Ticket Events
 - Website Highlights
 - Social Media Tags

Executives (\$11K to \$25K)

- Will receive...
- 3 Free Ticket Events
 - Website Highlights
 - Social Media Tags
 - Newsletter

Directors (\$26K to \$50K)

- Will receive...
- 5 Free Ticket Events
 - Website Highlights
 - Social Media Tags
 - Newsletter
 - Round Table

Champions (\$51K to 100K)

- Will receive...
- 8 Free Ticket Events
 - Website Highlights
 - Social Media Tags
 - Newsletter
 - Round Table
 - Brand Promo Speech

Angels (\$100,000+)

- Will receive...
- 10 Free Ticket Events
 - Website Highlights
 - Social Media Tags
 - Newsletter
 - Round Table
 - Brand Promo Speech
 - Logo banners

Many regional organizations already hard at work



What Is B Corp?

B Impact Assessment

Measures a business's impact based on five sectors



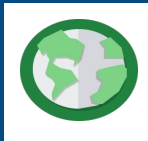
Governance Impact: Accountability, transparency, and mission focus



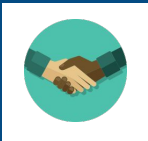
Workers Impact: Employee's access to training, benefits, and ownership



Community Impact: Local involvement, job creation, diversity, and civic engagement



Environment Impact: Water usage, electricity usage, and disposal practices



Customers Impact: Customer access to feedback, complaints, and quality assurance mechanisms

Certified



Corporation[®]

B Corp Certification is to business what Fair Trade is to coffee or USDA Organic is to milk.

B Corps Certification

- Requires a score of **80** to qualify
- **3000+** Certified businesses
- **\$100B+** Marketplace

What makes us a better company?

B Impact Report

Certified since: January 2013

Summary:	Company Score	Median Score*
Governance	10	10
Workers	56	22
Community	22	32
Environment	55	9
Overall B Score	143	80

80 out of 200 is eligible for certification

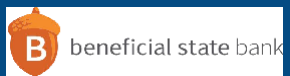
*Of all businesses that have completed the **B Impact Assessment**

Median scores will not add up to overall



Local B Corps





And around the world...

2750+ Certified B Corporations 60+ Countries 150 Industries
1 Unifying Goal



Benefit Corporations: A legal structure used by traditional for-profit corporations that commit to higher standards of purpose, accountability, and transparency. Can be both a benefit corporation and B Corp certified.



KICKSTARTER



B Corps vs. Benefit Corporations

B Corps

- Must take B Corp Assessment
- Available everywhere in the United States
- Costs \$1000-50,000/year*
- B Lab reviews applications

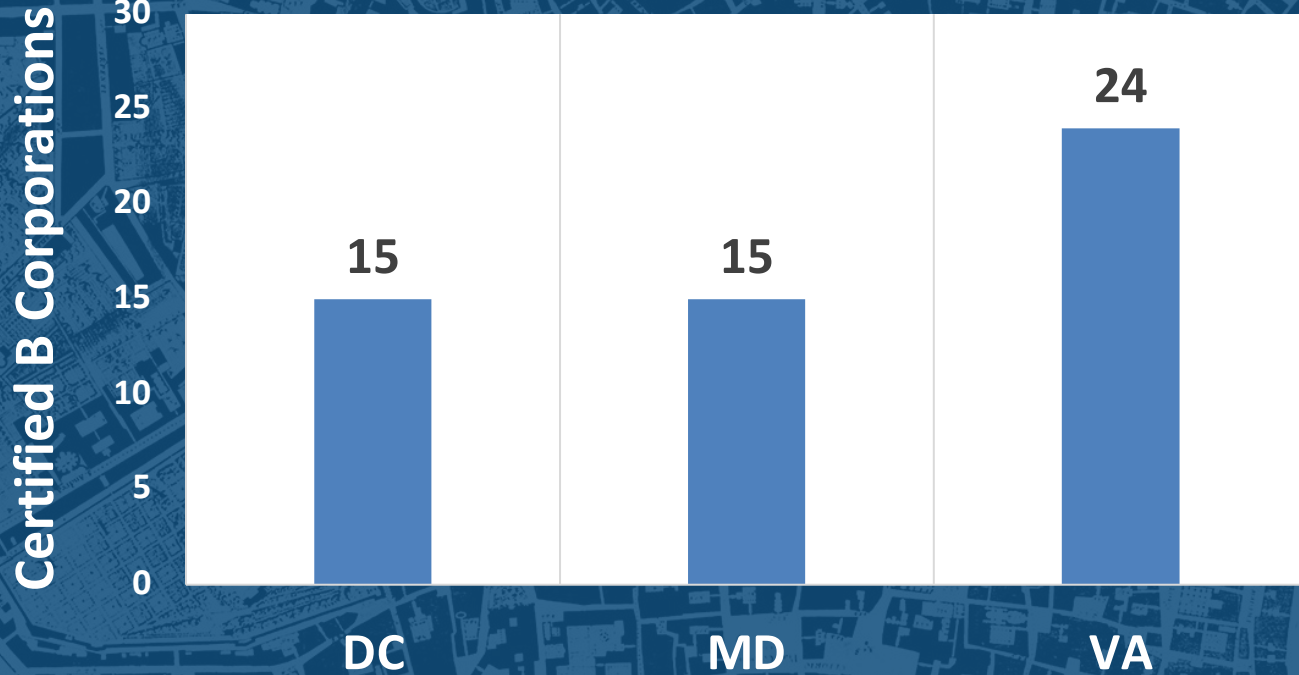
Both

- Directors consider all stakeholders
- Publish public reports on Triple Bottom Line (TBL) Performance

Benefit Corporations

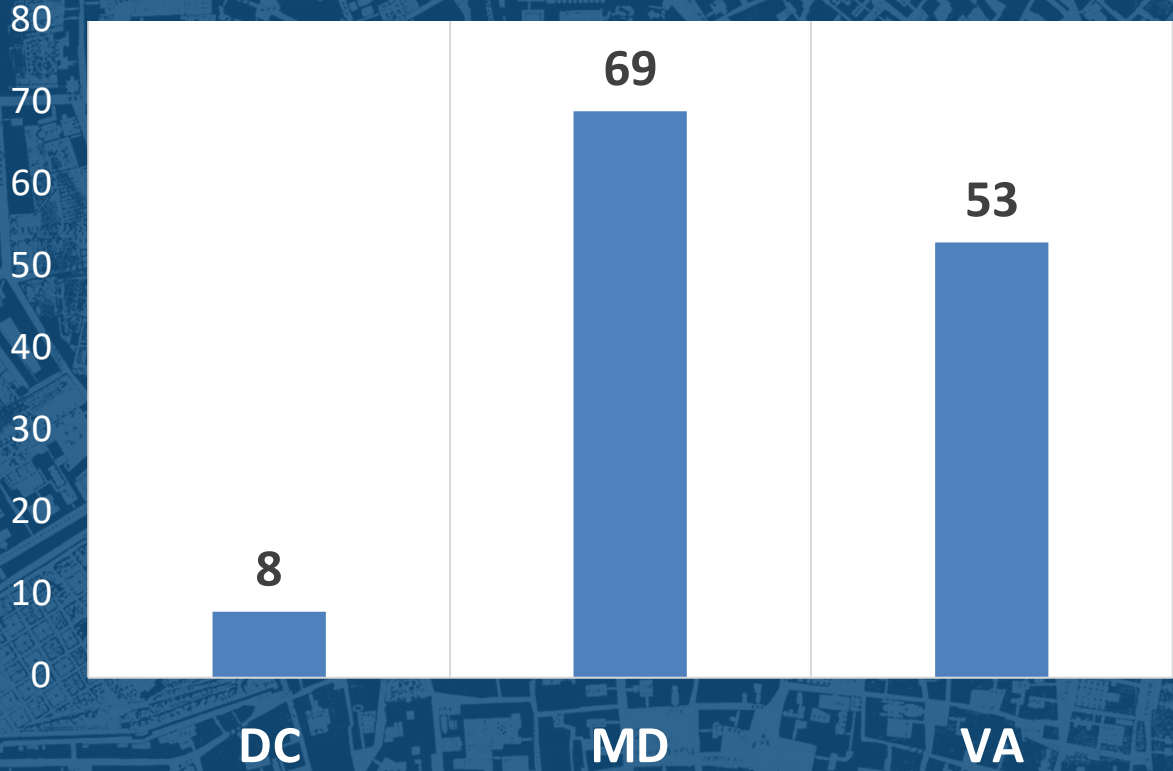
- Take the B Impact Rating System
- Available in 31 States
- Costs \$70-200 for one use
- Maryland developed legislation
- Self report data

Certified B Corporations in DC, MD, and Virginia




Benefit Corporations in DC, MD, VA

Benefit Corporations

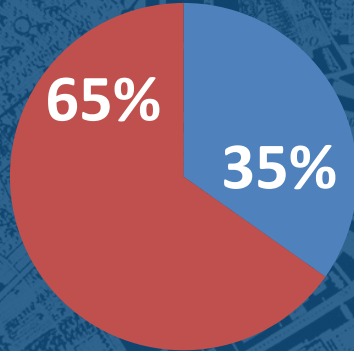


Scratching the Surface

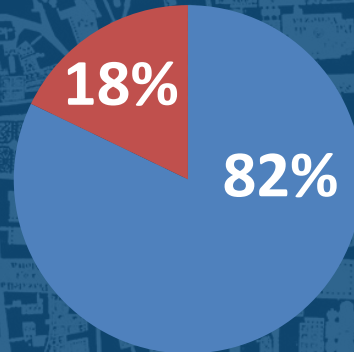
 = Benefit Corporations

 = Certified B Corporations

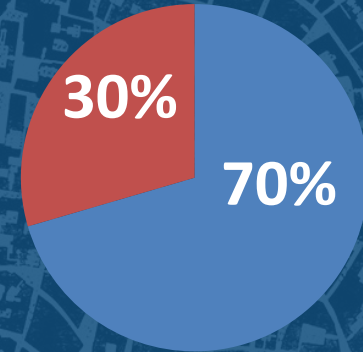
DC



MD



VA



The background is a detailed, blue-tinted map of a city, likely New York City, showing a dense grid of streets and building footprints. The map is oriented with the city's layout, including a river on the right side. Overlaid on this map is the text 'What Is The Best For DMV Campaign?' in a bold, yellow, sans-serif font. The text is centered horizontally and vertically on the page.

What Is The Best For DMV Campaign?

Educate

- **Events and Workshops**
- **Awards**
- **Blogs**
- **Podcasts**
- **Videos**

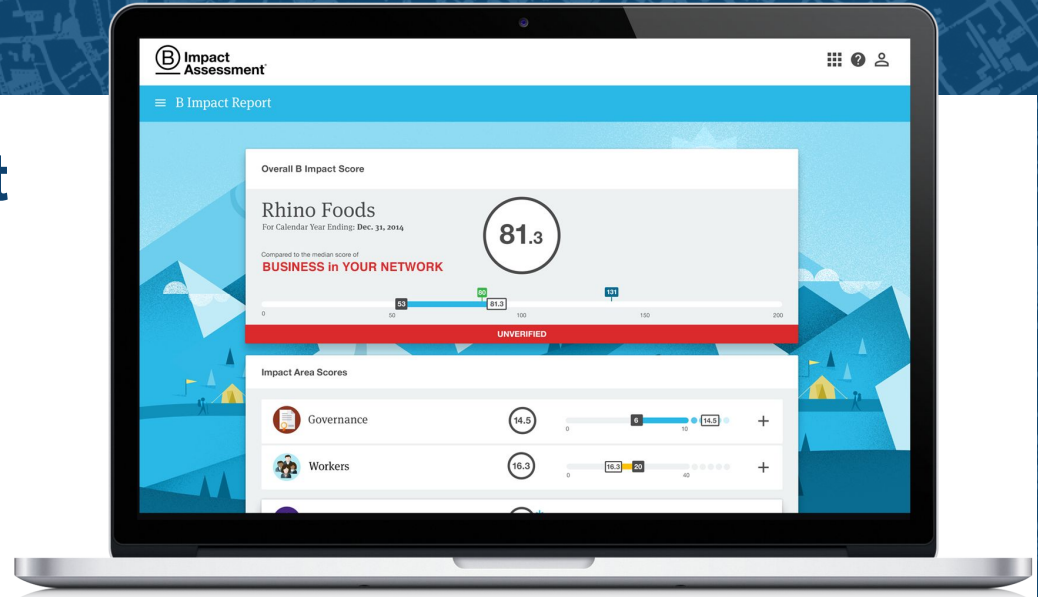


Assess

Take the B Impact Assessment

- Free, confidential tool
- Any employee can use it
- Benchmark performance against thousands of companies

Used by **50,000+** businesses globally



Support

Support companies in our region to improve their practices:

- B Lab Tools
- Resource Guides
- Training Workshops
- Coaches
- Mentors



Celebrate

Celebrate Companies...

- For taking the challenge...
- For committing to improvement...
- For increasing positive impact...

And generate inspiring stories



Best for DMV Goals

Get businesses to
recognize their impact

Educate and recruit
businesses around B
Corp

Bring public attention
to participating
businesses

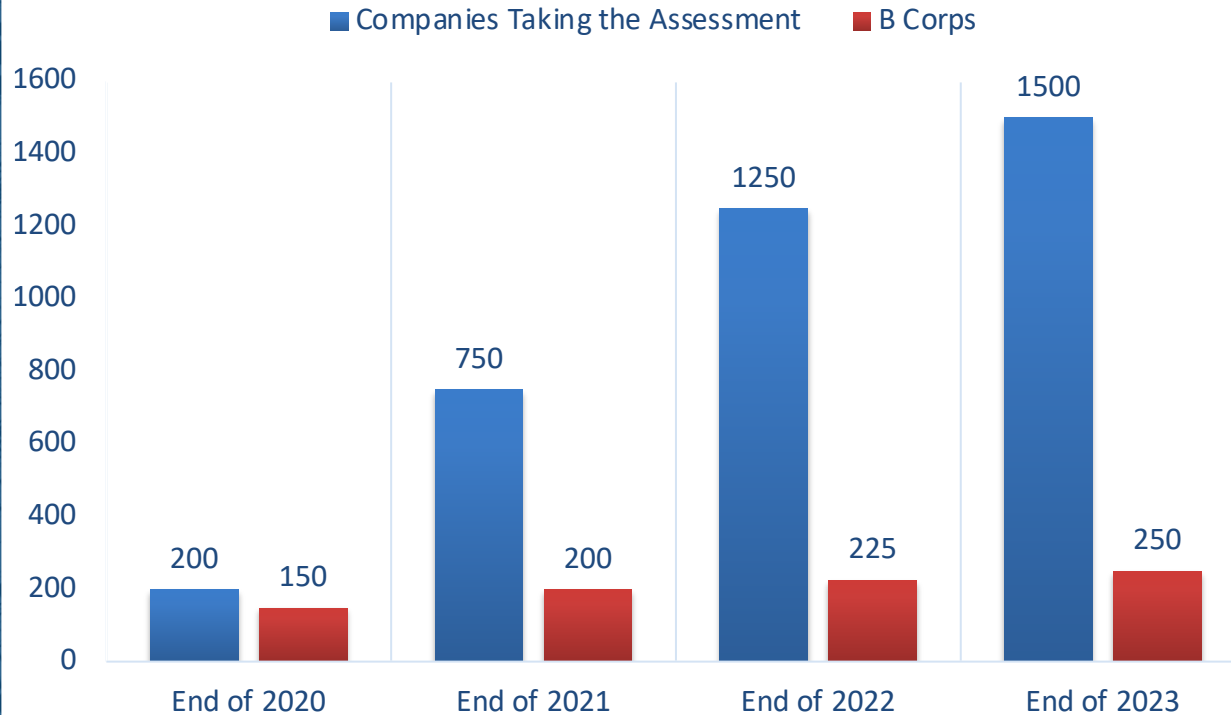
Speak transition to new
inclusive economy

Demonstrate value in
growing sustainable
business economy

Measure impact of local
businesses on
economic,
environmental, racial
and social equity

Targets for Program

Best for DMV Progress



A blue-tinted map of a city grid, likely New York City, with the text "How Has It Worked Before?" overlaid in yellow. The map shows a dense network of streets and buildings, with some labels like "Piazza di Santa Maria della Spina" and "RIVER" visible. The text is centered and reads "How Has It Worked Before?".

How Has It Worked Before?

The Spread of “Best For...” Campaigns

Completed

New York City
Colorado
Philadelphia, PA

Best for the World
Scotland

On Going

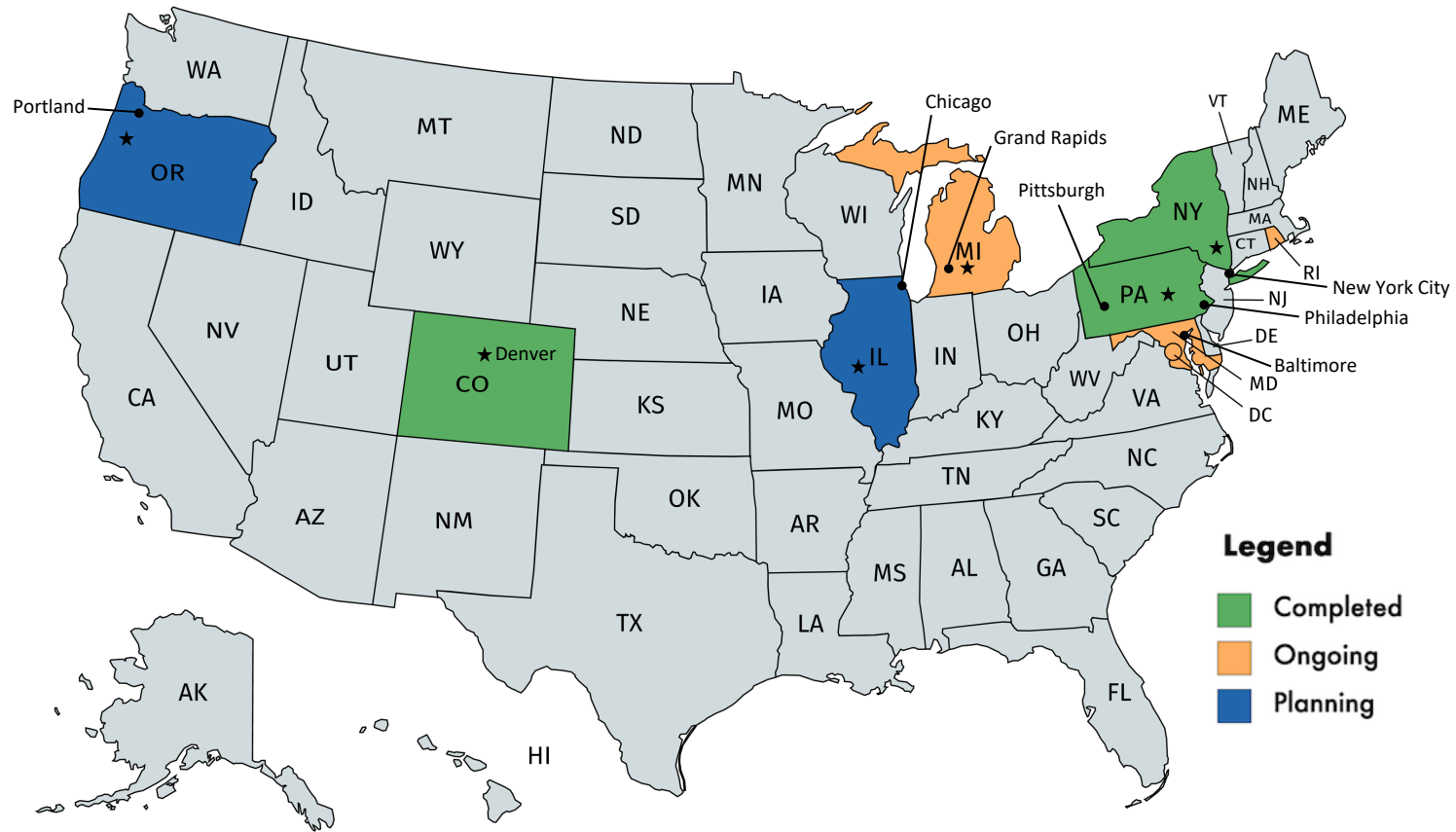
Metro DC
Baltimore, MD
Rhode Island
Grand Rapids, MI

Geneva, Switz.

Planning

Portland
Pittsburgh
Chicago

Sydney



Legend

- Completed
- Ongoing
- Planning



+ Achievements

from the Best for NYC Campaign

40+ Community Partners

engaged in the process

1,300 Businesses

employing ~63,000 workers
educated by taking Best for NYC Challenge

60+ Workshops

for businesses

448 Individuals

registered to attend launch events

An Initiative
Powered By:



Lead Partners:



Strategic Partners:



The background is a detailed, monochromatic blue map of a city street grid, likely Rome, showing a dense network of streets and buildings. The map is centered on the city's core, with the Tiber River visible on the right side. The title "The Result" is overlaid in the center in a bold, yellow, sans-serif font.

The Result

In 10 Years

1,000,000 businesses aware of 'the issues'
Employing **20,000,000** workers



Workers

- Higher quality jobs
- Training and career advancement



Customers

- Better choices at retail
- Products that address social issues



Communities

- Diversity of workplaces, board rooms
- Higher impact, lower risk supply chains



Environment

- Lower carbon, waste, water, toxins
- Fewer resources consumed to make products

In 10 Years

Tangible Benefits for the Mid Atlantic



Families supported by a living wage

Workers participate in savings / retirement accounts

Workers take advantage of professional development



Children have quality day care due to employer subsidy

People promoted from underrepresented groups

Decisions are made by diverse boards



More supplying with locally owned businesses

Consumers benefit from healthier products

More money raised for local charities



Less gallons of water used

More waste is diverted

Acres of wild habitat are preserved



Questions

<https://bethesdagreen.org/best-impact/best-for-dmv/>

Projected Campaign Budget: 2020 - 2023

